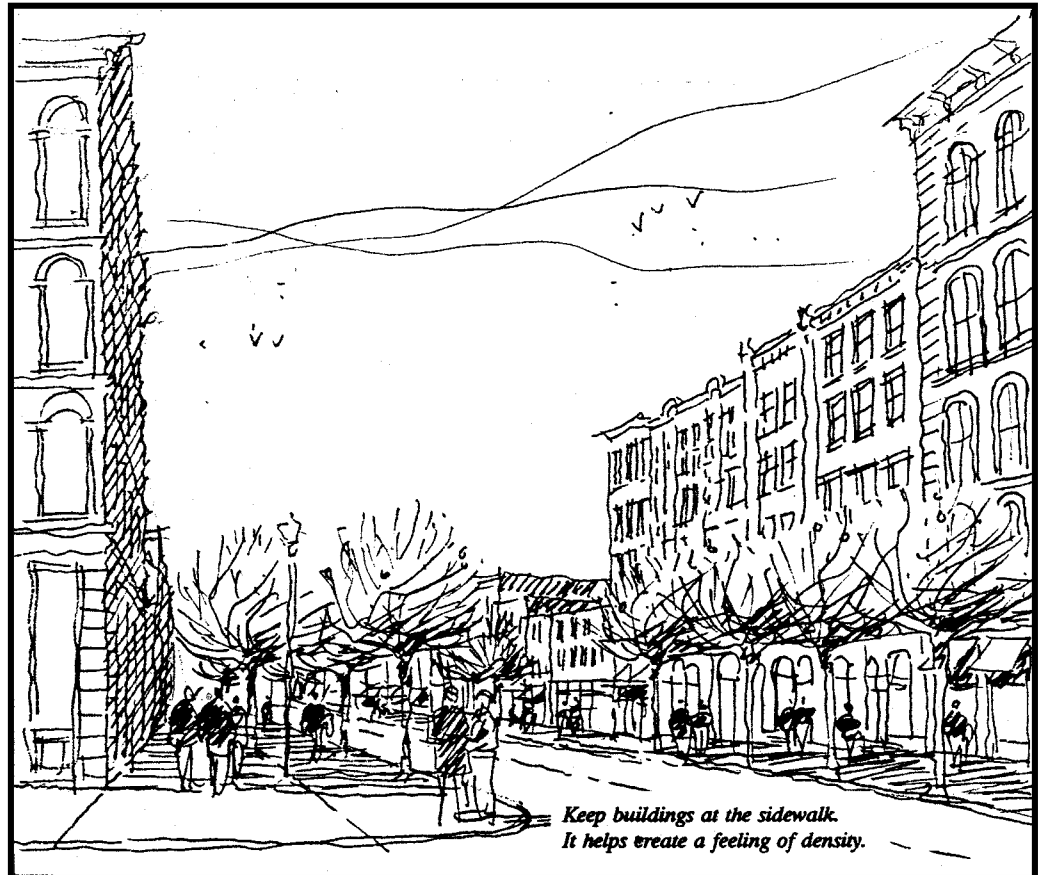


MAIN-MARKET DISTRICT

District Guidelines

Principle 1: Building Location -- How the Building Should Relate to the Sidewalk

Different downtown districts have taken on distinct identities over time that need to be respected. Buildings in some areas are set back from the sidewalk, creating an open feeling. Others give people a feeling of density and activity, with buildings built right up to the sidewalk.



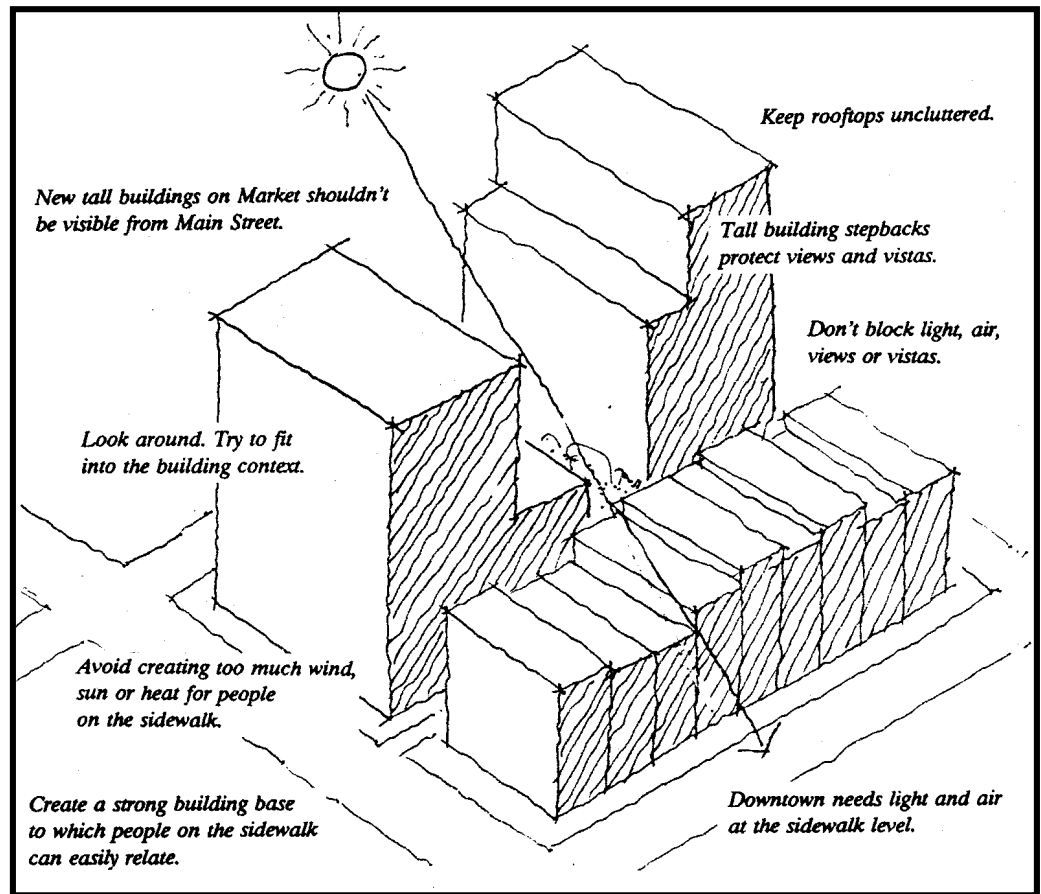
Guideline 1-1:

All new construction or improvements should be built to the property lines.

Principle 2:

Building Mass and Form - A Building's Exterior Volume

Buildings should allow adequate light and air to get to the street level. Vistas and views from publicly owned areas are also important. Buildings shouldn't create canyons along sidewalks and streets.



Guideline 2-1:

New buildings and exterior alterations should respect the strong cornice lines and the sense of light and air in the Main-Market District. Therefore any new construction or exterior alterations on a block in the district should step back to emphasize the existing cornice line on that block.

Guideline 2-2:

Whenever the predominant surrounding development pattern are buildings built to the sidewalk, the shapes and forms of new construction or exterior alterations should create a strong, well-defined base at pedestrian level that fits well into this context. As a general minimum, the base should be one to three stories.

Guideline 2-3:

To allow adequate light and air, high-rise buildings (over 14 stories) along Market Street should generally:

- (a) Be located about 100 feet from other high-rise buildings within the same block.
- (b) Have upper stories which are progressively narrower in the north-south direction; the higher the story, the narrower.

Guideline 2-4:

The shapes and forms of a building and its orientation to the street, to people and to nearby buildings should:

- (a) enhance existing public views and vistas -- or potential ones.
- (b) Anticipate the potential micro-climate effects of proposed construction on the surrounding environment including, but not limited to, solar exposure, shadows created and urban wind effects, by addressing such important determining factors as building orientation, stepbacks and other changes in mass and form.
- (c) Relate strongly to nearby buildings, particularly at the edges of the district where stepbacks and changes in building height and volume are important.

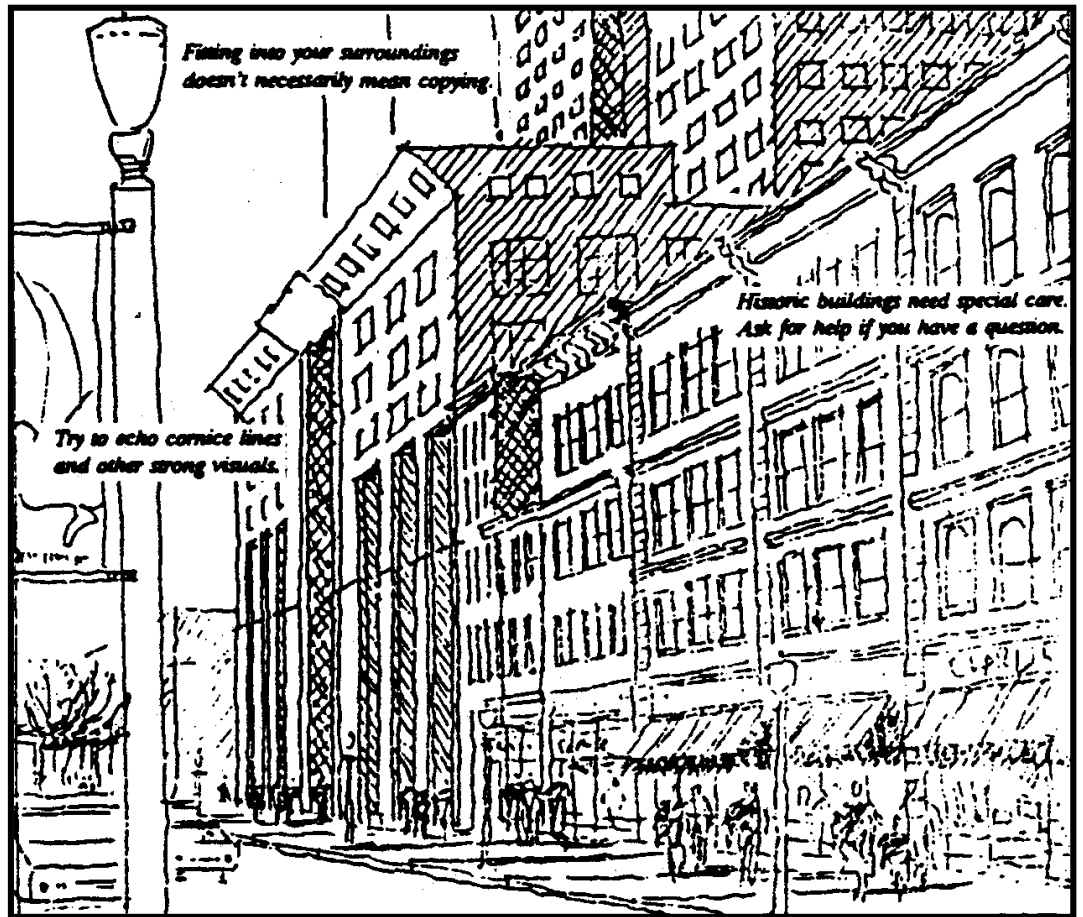
Guideline 2-5:

Rooftops should not look cluttered from any pedestrian vantage point. All mechanical or utility equipment should be well-integrated into the overall design.

Principle 3:

Building-to-Building Character -- How the Building's Facade Should Look Along the Street

A certain amount of architectural diversity is expected in any downtown. However, buildings should also be "good neighbors" by relating well to the common patterns of windows, entrances, cornice lines and column spacings around them and reinforcing the overall character of their immediate surroundings.



Guideline 3-1:

The exterior of any new construction or alterations should be designed and detailed so that it fits well into its architectural surroundings. Exteriors should:

- (a) Be compatible with the general character of nearby buildings.
- (b) Reinforce the character of any buildings having historic or architectural significance according to the Downtown Development Plan.
- (c) Follow the rehabilitation standards in the latest edition of the Secretary of the Interior's Standards for Rehabilitation whenever historic or architecturally significant structures are involved; in short, don't alter significant features.

Principle 4:

Building-to-Pedestrian Character -- How Building Facades Should Relate to People on the Street and Sidewalk

People should have strong visual connections to buildings. That's because human-scaled details on buildings help create a vital, friendly place for pedestrians. A strong building-to-pedestrian relationship helps make downtown feel more inviting and active 24 hours a day.



Guideline 4-1:

Blank, fortresslike walls at the street level are discouraged. Buildings in the district should:

- (a) Strive to maintain the vertical street-level patterns of architectural details common throughout the district. Columns, doorways, entrances, storefronts and other vertical elements should be approximately every 20 to 40 feet at pedestrian level.
- (b) Use glass to encourage people activity and make buildings look and feel more inviting to the pedestrian. As a general rule, 50 percent of the wall surface at the sidewalk level should be transparent.
- (c) Use design details to emphasize the building's base, so that there's a strong horizontal feeling to which people at sidewalk level can easily relate.

Guideline 4-2:

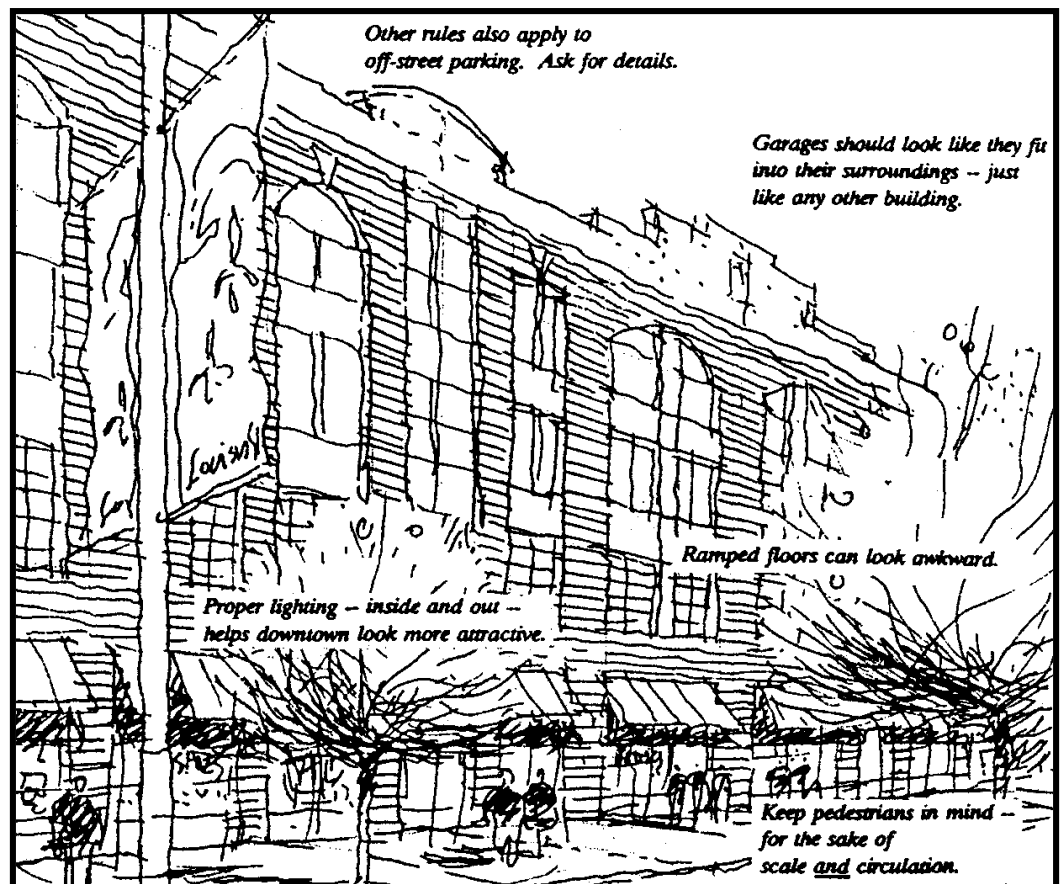
The exterior effect of lighting is important in making buildings and the downtown in general look and feel more inviting 24 hours a day. Lighting should:

- (a) Be integrated into the exterior design.
- (b) Help create a greater sense of activity, security and interest to the pedestrian.

Principle 5:

Off-Street Parking

Parking garages and surface parking lots should have the same qualities and characteristics as any other downtown development. In other words, parking developments should relate strongly to nearby buildings and should be designed to promote comfort and safety for pedestrians on the street and the sidewalk.



Guideline 5-1:

Surface parking lots along Main Street are discouraged.

Guideline 5-2:

Any parking garage visible from the street should be integrated into its surroundings and provide an active and inviting street-level use and appearance. The garage should:

- (a) Follow all guidelines for Building Design.
- (b) Minimize the use of ramped floors that are clearly visible from the street.
- (c) Make sure the predominant vertical and horizontal architectural forms and patterns within the district are followed.
- (d) Be designed to minimize conflicts between cars and pedestrians.
- (e) Have openings and entrances that are in scale with people.
- (f) Follow ***Guideline 4-2***.
- (g) Provide adequate direction and information signs for motorists.

Note: Reports from the City's Traffic Engineering and other permitting agencies may be necessary.

Guideline 5-3:

Surface parking lots ideally should not create gaps along the street and sidewalk. Any surface parking lot in the Main-Market District should:

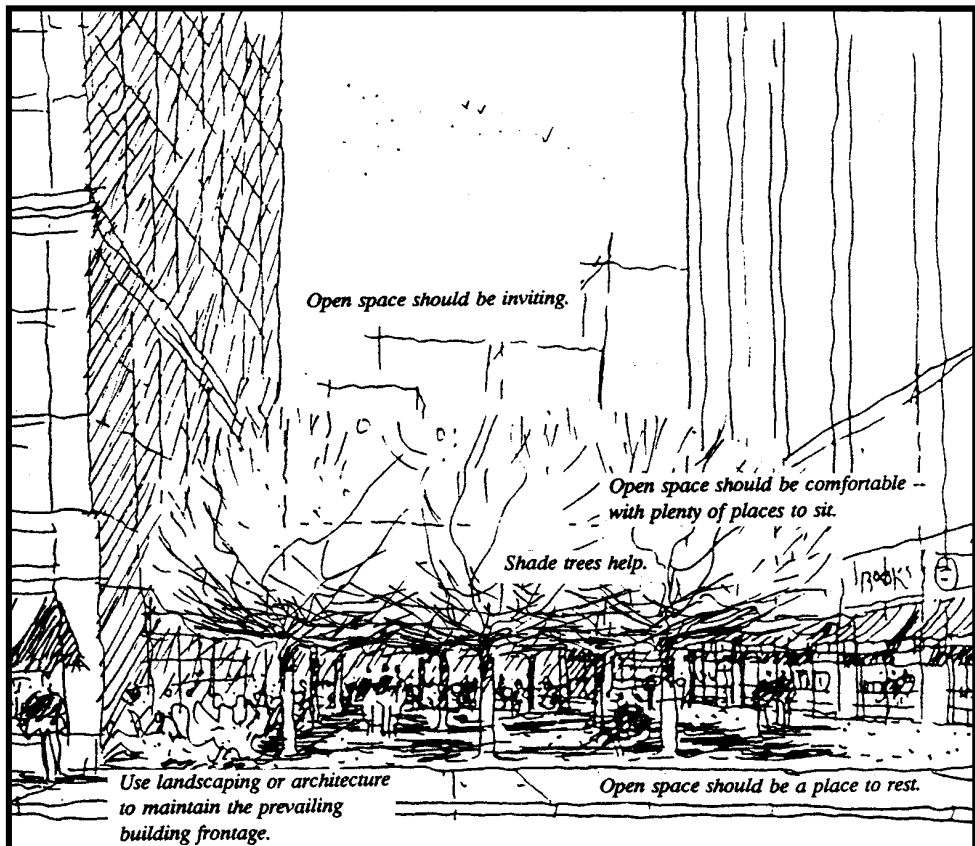
- (a) Use landscaping, trees, colonnades or other construction to maintain the line formed by buildings along the sidewalk.
- (b) Have adequate perimeter landscaping that is high enough to screen but low enough to let people feel safe.
- (c) Have adequate interior landscaping, especially shade trees.
- (d) Follow **Guideline 4-2**.
- (e) Provide adequate direction and information signs for motorists.

Note: Other regulations also govern off-street parking. This guideline is in addition to the requirements of the Jefferson County Development Code which also apply.

Principle 6:

Open Space

New open space should be located and designed to relate strongly to pedestrians and to buildings nearby. New or improved open space should make the downtown less barren and more active, livable and pleasant feeling. (Along Main Street, the street itself is the open space that needs to be reinforced.)



Guideline 6-1:

New open space along Main Street is discouraged.

Guideline 6-2:

New open space along Market Street should reinforce the sense of building frontage along the street. As a general rule, any newly developed or improved open space should:

- (a) Be located 100 feet away from any other open space.
- (b) Be located 100 feet from any intersection.
- (c) Be no wider nor deeper than 100 feet.
- (d) Use fences, trees, benches or other landscaping as a way to continue the sense of building frontage along the sidewalk.

Guideline 6-3:

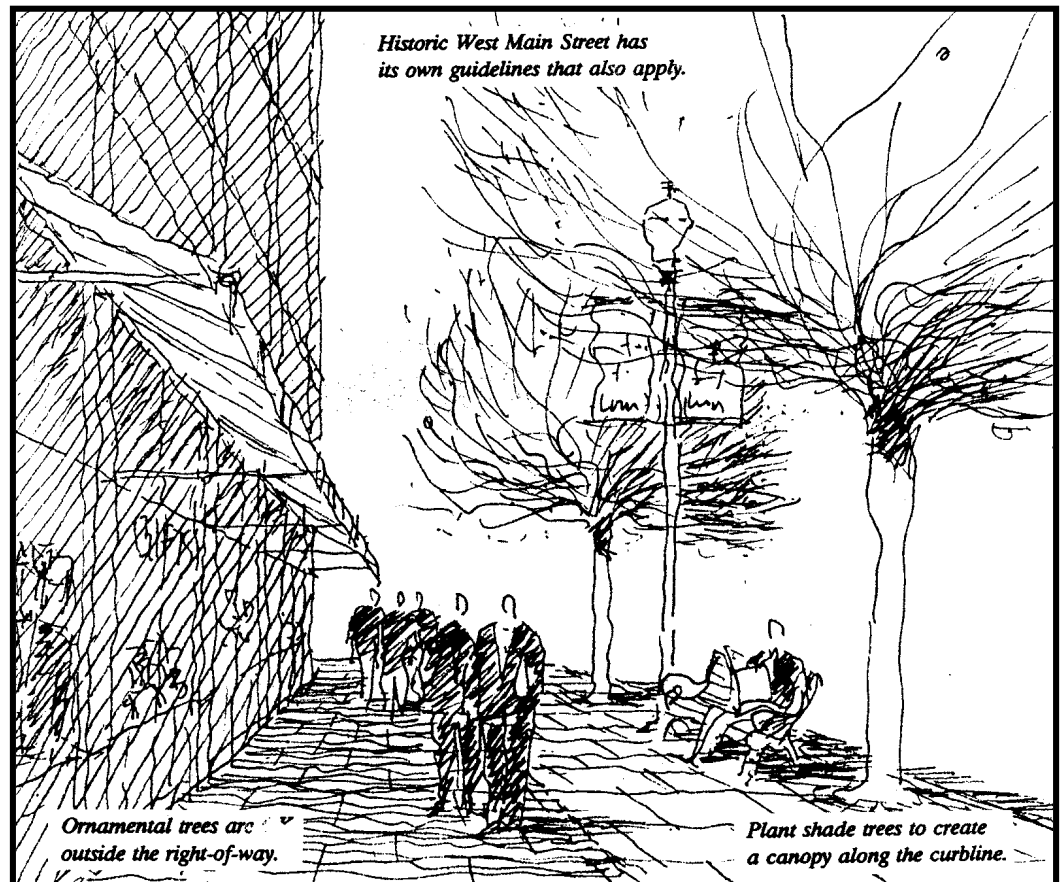
Any newly developed or improved open space accessible to the public should:

- (a) Create a comfortable and inviting place to rest.
- (b) Be visible and accessible to people.
- (c) Provide plenty of seating (about 1 linear foot for every 30 square feet of open space);
- (d) Have enough lighting to create a safe nighttime environment;
- (e) Use fountains or other water features;
- (f) Use flowers and plant materials that are attractive year-round;
- (g) If not physically accessible to the pedestrian, allow visual access; and
- (h) Incorporate public art.

Principle 7:

**Street and Sidewalk Character -- Sidewalk and Street Paving,
Lighting, Furniture, Banners,
Fences, Walls and Landscaping**

Downtown streets and sidewalks should be safe and attractive for both cars and pedestrians. Getting from one place to another should be a pleasant, comfortable and rewarding downtown experience.



Guideline 7-1:

The West Main Street Urban Design and Streetscape Guidelines apply.

Guideline 7-2:

The Downtown Banner Guidelines (pursuant to Ordinance No. 99, Series 1992 and Street Banner Program Guidelines II. D, and IV. A, B, C) apply.

Guideline 7-3:

Fences and walls should create or imply the continuation of the sense of frontage on the sidewalk established by surrounding buildings. (See Open Space and Off-Street Parking Guidelines.)

Guideline 7-4:

Roy Wilkins Boulevard/Ninth Street and Second Street have been identified as future parkways. These streets should be tree-lined and parkwaylike in appearance, with landscaping and other right-of-way improvements.

Guideline 7-5:

For the sake of visual continuity, large shade trees should be planted in the right-of-way every 25 feet to 35 feet along the curbline in order to create a continuous canopy.

Note: The City of Louisville's Streetscape Standards of the Department of Public Works should be used consistently as a reference.

Guideline 7-6:

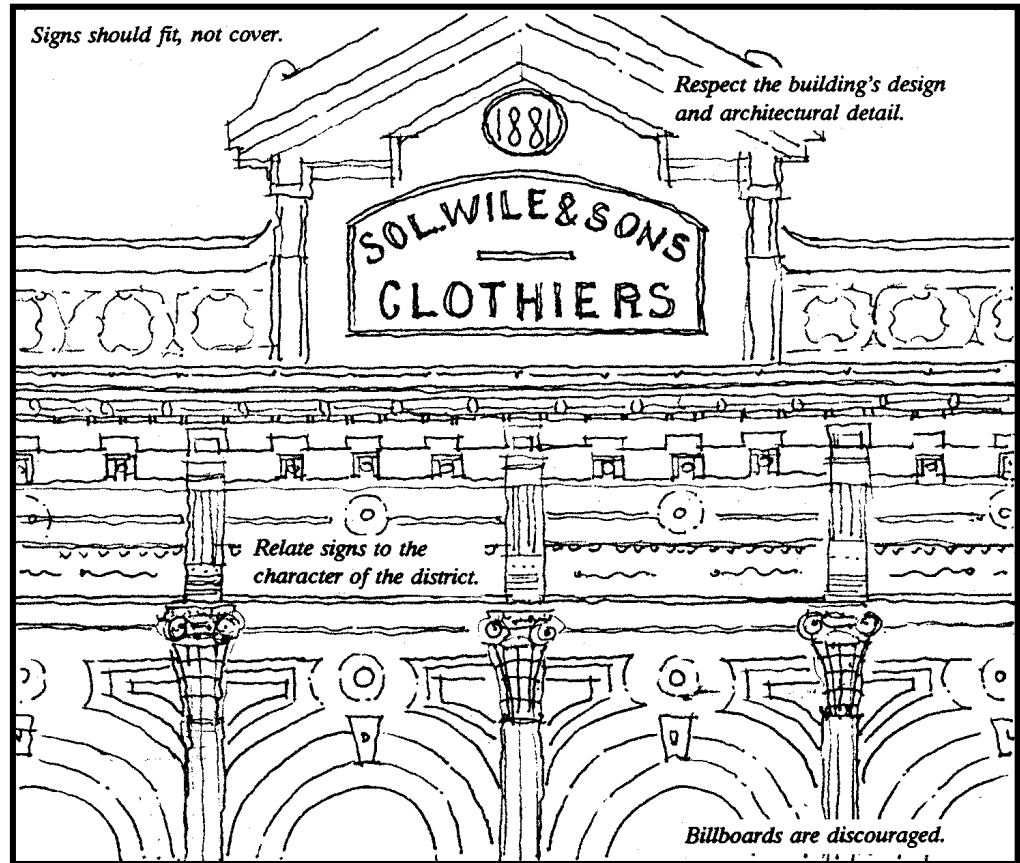
A mix of ornamental and shade trees should be planted outside the right-of-way for both shade and visual variety.

Note: These guidelines are in addition to the streetscape guidelines of 1) the Department of Public Works (City Arborist), 2) the Fourth Avenue Trolley-way Standards as established by TARC, and 3) the landscape requirements of Article 12 of the Jefferson County Development Code. These are incorporated by reference in the Overlay District Ordinance.

Principle 8:

Signs

Signs should provide clear information without overwhelming the reader. Signs should complement other signs and blend with buildings and the rest of their surroundings.



Note: The following guidelines apply to signs in addition to the requirements of the Jefferson County Development Code, Article 11.

Guideline 8-1:

Signs should be compatible with the architectural character of the Main-Market District and the building and project. Accordingly:

- (a) The sign should be integrated into the design of the building or project; signs should fit, not cover.
- (b) Avoid gaudy, moving or harshly illuminated signs.

Guideline 8-2:

Advertising signs and billboards are discouraged, but where permitted by zoning regulations, should:

- (a) Block no views and vistas nor create a cluttered appearance.
- (b) Be integrated into the design of a building or project.
- (c) Relate strongly to the character of the district.

Principle 9:

Public Art and Amenities

Public art is the continuously growing record of the community's highest aspirations and contributes the following benefits:

- (a) establishes a sense of community, place and pride;*
- (b) enhances the physical environment as well as property values;*
- (c) humanizes the city scene, by providing a "transition of visual scale" between buildings and sidewalks;*
- (d) inspires and challenges Louisvillians as well as visitors by providing see-able and sometimes touchable symbols of the city's history, values and aspirations;*
- (e) visually and physically affirms Louisville's commitment to the arts, the quality of life, progress and culture.*



Guideline 9-1:

Public art should be available for the enjoyment and enrichment of all the people within the community. Inclusion of a meaningful allowance for the commissioning of public art in the planning and construction of all significant building projects is encouraged.

Guideline 9-2:

The public art planning and selection process should begin at the onset of individual projects. It should be designed, executed and/or supervised by artists or other design professionals to integrate the artwork with the overall project and aesthetically enhance the urban environment.

Note: To help implement public art policy and to foster innovative approaches to public art, the City of Louisville has established the Committee on Public Amenities (CPA) as a resource and advisor for public and private amenities. Assistance in the development of an acceptable public art component for any project is freely available from the CPA and staff of the Louisville Development Authority.